

## MARKETING INTERN

MINNEAPOLIS, MN

Great Bay Software is an IoT security and operational efficiency leader providing comprehensive visibility and control over endpoints on the network so organizations can secure data, preserve customer trust and protect revenue. By delivering real-time insights into device identity, location and behavior, Great Bay helps organizations identify and respond to potential threats and improve operational efficiency, all while supporting millions of connected devices.

### **WHAT YOU'LL BE DOING**

In this paid role, you'll execute a strategy, plan and editorial calendar for our social media channels in FY2018 and beyond. Reporting to the Director of Marketing, you will also provide support and complete marketing projects consistent with Great Bay corporate objectives. This role will:

- Execute a strategy, plan and editorial calendar for the organization's social media channels in FY2018 and beyond
- Perform market research, including information to create a new buying persona profile
- Write compelling, concise copy for both online and offline vehicles
- Develop and create B2B marketing program briefs that drive activities and tactics to create demand and accelerate buying cycles
- Learn and provide technical support via the organization's marketing automation platform and CRM
- Continually assess marketing swag inventory, shipping and fulfillment
- Provide sales and partner enablement communication updates through appropriate channels
- Perform marketing operations functions as assigned

### **SKILLS AND REQUIREMENTS**



- Enrollment in a Bachelor's degree program required
- Strong familiarity with social media strategies and platforms, knowledge of Hootsuite or other social media scheduling tools preferred
- Strong writing/proofreading skills and a positive, high-energy, team-focused attitude
- Self-starter who knows when to pull the right people in to a project
- Ability to develop and edit succinct, error-free marketing materials
- Ability to initiate tasks and work independently with maniacal attention to detail
- Ability to quickly learn and apply new technical concepts
- Knowledge of basic branding concepts
- Ability to lift up to 50 lbs

#### **WE'LL BE ESPECIALLY IMPRESSED IF YOU HAVE**

- Experience with market research
- Familiarity with AP writing style
- Experience using Hootsuite, Marketo and/or Salesforce.com

#### **HOW TO APPLY**

Interested candidates please send cover letter and resume to [HR@greatbaysoftware.com](mailto:HR@greatbaysoftware.com)

